The producer of Black Eyed Peas’ hit song, “Boom Boom Pow,” is opening a luxury hotel in Los Angeles based on the song. Using the essence of the song, The Energy Hotel, was formed. The hotel’s main demographic is 18-25 year olds who are interested in the latest technological, music, and design trends. The Energy Hotel will become a gathering for the young generation to come together and be inspired and entertained by innovation.

**Rhythm**
As an R&B song, “Boom Boom Pow,” has a definite rhythm. Rhythm is found through flooring, wall partitions and repetition throughout the hotel.

**Line**
That rhythm is manifest in a linear undertone. Lines and geometric shapes are found throughout.

**Shape**
Overlaying the linear rhythm are flowing voices. In the hotel organic shapes are overlaid on top of geometric shapes.

**Motif**
The flowing voices are digitalized to give the song a futuristic motif. Technology and digitalization of classical elements materialize the futuristic motif.

**Individual Experience**
While the voices are digitalized, they are still each unique. As each of Black Eyed Peas’ members is unique, so is each guest of The Energy Hotel.

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**The Energy Hotel**
Touch-screen check-in monitors begin the technological journey for the guest. Here the guests can check in and out, schedule reservations and other services, or request for assistance from a staff member.

The Lobby is the first space that guests see when they enter The Energy Hotel. They will be amazed by the technology of the touch-screen monitors and personal media chairs. The use of concrete and metals gives the space an industrial look while soft fabrics and comfortable furnishings allow the guests to feel welcome in the new environment.

The digital seating area is furnished with personal media chairs equipped with electrical outlets and individual speaker systems.

The casual dining area, Boom Boom Pow, is perfect for casual eat-in dining or food to go. Boom Boom Pow serves coffee and pastries for the morning and sandwiches and salads for lunch and dinner.

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The Energy Hotel
The general guest rooms, while less extravagant than the Penthouse, are not lacking in technology and innovative solutions. Sound buffers constructed from recycled fibers are used on shared walls. Partitions made from recycled cardboard create seating spaces separate from sleeping spaces. Each room is equipped with a computer and a plasma television.

Interactive digital art lines the hallways. This provides an individual experience for each guest. The pictures turn into music videos when a motion sensor is activated.

The Energy Hotel
The Energy Hotel’s Penthouse is ideal for travelers looking for a luxurious and hi-tech stay. The grand space is filled with technological surprises and opulent features. The space includes a kitchenette, a living room that can transform into a dance floor with the help of a deluxe DJ table, a platform for sleeping and desk area, a spacious bathroom and personal control for lighting, temperature, and music throughout the penthouse.

The spacious bathroom includes a jacuzzi tub, shelves and rack for clothes storage, a toilet room, double sinks, and a walk-in shower with tiles that change color with the temperature.

On the platform is the more private area of the penthouse. A King-size bed, and desk are masked, but not concealed, by a glass wall and a cable partition.

The emphasis in the living room/dance floor is the ceiling. A control panel controls the intensity, color and direction of the Penthouse’s lighting. The control panel also allows the guests to accurately set the temperature to their personal preference.

The kitchenette is designed for quick, easy meals for the person on the go.

The Energy Hotel